

The Wanamaker Store

Home-Finishing Days.

CARPET and Furniture Stores vie with each other as to which shall present the greater attraction. Each is conducting its August sale, and each is attracting the attention of the public to an extent never before attained.

In vacation time prepare for Winter snugness. Home-makers had never better chance than this. With furniture a third cheaper, and carpets nearly a half cheaper than they have been lately and will be shortly, prudence cries, "Note" to the prospective purchaser of either.

Announced the August sale a week ago, and immediately had to stop all reference to the subject, until your first enthusiastic appreciation had spent its violence. The day since then have been days wonderful in carpet retailing, and we must give our "second call" in the form of a warning. The offered stock is much reduced, and if you are wanting carpets you must come quickly to get these:—

Wt tons at \$1.45, formerly \$2.50. Axminster, \$1; formerly \$1.35. 75c; formerly \$1. Body Brussels, 90c; formerly \$1.35. \$2.1-2c; Tapestry Brussels at 40c, 55c, and 60c, from 75c, 75c, and 85c. Ingrains, 50c, from 65c and 70c. 65c from 85c. Straw Matting Rugs, 3x6ft.; a few of them left at 50c each.

Third floor.

About Bookcases, Roll-top and Women's Desks Growing in importance—spreading out.

To-day we're obliged to take part of the fifth floor to properly display these goods. There you'll find the handsome furniture spoken of to-day. It's a line of sample pieces that comes to us from the recent great Furniture Exposition at Grand Rapids. There's only one of each kind of these and they can't be duplicated. Prices are uniformly a third less than real values:

WOMEN'S DESKS
They are all of oak, strongly, handsomely made in the newest designs. Sale prices and actual values follow:
Beginning at \$3.50 for a kind that sells regularly for \$5.50; then \$5 for the \$7.50 quality; \$6.50, instead of \$10; \$7.50 instead of \$11; \$8.50 instead of \$12.50; \$15 instead of \$22; \$16, instead of \$24.

COMBINATION BOOKCASES
They are priced in this way: \$18 for the regular \$26 quality; \$20, instead of \$30; \$21, instead of \$31.50; \$24, instead of \$35.

ROLL-TOP DESKS
A half dozen grades at these prices: \$11 for the regular \$16.50 desk; \$13, instead of \$20; and \$13.50, instead of \$20; \$15, instead of \$22.10; \$18, instead of \$26, and \$18, instead of \$27.

The Carpets

Girls' Summer Dresses Reduced in price of course—you'd know that by reading no more than the headline, for isn't this August? Of course it's the very best of seasons for the wearer, but we have to look far ahead of your point of view, as you know.

Consequently, things like this happen,—and just in the nick of time for you:

Values up to \$3.50, price \$1—Lawn, dimities, percales. Glimpe and high neck styles, all prettily trimmed; sizes, 4 to 12 years.

Values up to \$4, price \$2.25—Lawn, dotted Swiss muslin, dimities. Also sailor suits, duck, pique and linens; trimmed with tassel, sizes, 4 to 14 years.

Values up to \$14.50, price \$3.50—A rich collection, organdies and dimities, suitable for party wear, and fine plaques in sailor and reefer styles; sizes, 4 to 14 years.

Second floor, Broadway.

Another Chapter in the Summer Shoe Story Not less interesting than the many preceding ones, and more important in that it's nearing the climax. There's more likely to be another that will more strongly appeal to your self-interest.

The spirited selling of shoes at far less than regular is no longer confined to the fifth floor store. Read here of what the permanent store on the main floor has to offer:

FOR WOMEN AND CHILDREN
At \$2.75—A collection of women's shoes that were moderately priced at \$4 and \$5. They are of dark tan kidskin; buttoned and laced; turned and welted soles; medium and flat heels; only the most desirable toe-shapes; all sizes this morning.

At \$2.30—Women's calfskin and kidskin shoes; buttoned and laced; welted soles; full English toes; sensible, fashionable, durable.

At \$2.—Women's and Children's spring-heeled shoes; made of tan and tan leather, or calf and kid skin. They have been selling at \$2.50 and \$3.50.

A lot of misce's shoes. Brown goatskin; wide toes; comfortable, romping shoes, to 8 at \$1.20 a pair; 8 1-2 to 10 1-2 at \$1.40, and 11 to 2 at \$1.60.

THE FIFTH FLOOR'S BARGAINS.
Here are shoes for men, women and children, all at bargain prices. Here exceptional values are looked for. And this is the latest news of the provisional shoe store.

At \$1 for Men.—Only 100 pairs. Black calf-skin laced. Some bicycle shoes. All worth a great deal more, but choose of this little lot at one dollar.

At \$1.40.—Women's tan and black kidskin shoes, buttoned and laced, for country, seaside or city. Sewed soles, flexible and easy for the foot. All sizes and widths. Values up to \$2.50.

Children's Shoes.—Good choosing of durable kins at the little prices, 65c. For sizes 5 to 8; 80c, for 8 1-2 to 10 1-2; 95c, for 11 to 2. All black buttoned and laced, were \$1 to \$1.50.

School shoes.—For the boy at prices that urge promptness. Strong and firm calf-skin; lace; built for hard knocks, sizes, 11 to 2, \$1.25, value \$1.75; 2 1-2 to 5 1-2, \$1.50, value \$2.

Farewell to This Summer's Cotton Dress Goods Perhaps you've discovered that through outings and touring your supply of Summer dresses requires replenishing. There are weeks of wearing time yet to come. And the opportunity to procure the gown materials cheaply is now. Count the savings through these reductions:

At 10c yd., regularly 30c.—Striped and plaid flannels.

At 12c yd., regularly 25c.—Plaid dress ginghams in choice patterns.

At 20c yd., regularly 30c.—Printed bright linen, designs on white and dark colored grounds.

At 20c yd., regularly 30c.—Scotch cheviot in a great variety of this season's styles, in dainty checks and plaids, for shirt-waists.

At 25c yd., regularly 45c.—Pineapple grenadine in fancy corded stripes.

Fourth avenue and Tenth street.

Handsome Colored Petticoats A dash of color,—the colors to be fashionable this Autumn. Flaring, broad, graceful skirts, finished with skill and ruffled. How is this for a pre-season offering?

Sateen, 75c, to \$2. Striped seersucker, 75c to \$1. Crash, 75c. Fancy striped crash, \$1.75. Moreen, \$1.75 to \$3.75.

Mohair, \$2.25 to \$4.75. And especially taffetas, in a kaleidoscopic assortment of color; fancy stripes; umbrellas ruffles, trimmed with three smaller ruffles; exceptional value, \$5.

Second floor, Fourth avenue.

Safety Razors and Accessories Razors literally a safe, easily managed, efficient to the perfection point,—and keep so through long service. Accessories that assist in removing all possible danger and annoyance. These:—

Frame with one blade, in box, with places for two extra blades, \$1.25. Leather case, with one blade \$2. Two blades \$3. Three blades \$4.25. Four blades \$5.25. Five blades \$6.25. Seven blades \$8.75. Four blades with stropping machine, brush, soap and water comb, \$13.35, seven blades \$16.50.

Star Stropping Machine, \$1.75. Star Strop, black diagonal, 75c. Star honing Machine, \$3.50. Extra Star Blade, 5c.

Automatic Safety Razor Stropping Machine, \$1.50.

Stropping Machine, \$1.50; Polishing Strop, 50c. Our Special Razor, fine steel, hollow ground, fully warranted, 50c.

JOHN WANAMAKER

Formerly A. T. Stewart & Co., Broadway, 4th ave., 9th and 10th Sts., N. Y.

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